

Interview with FORBES- Mr Prince Thomas
19 th August 2013, AIMA Office ,Delhi

Theme : My Learnings

- **Growth is slow, but change is fast**
- **US coming out, Japan resurfacing, Europe and Emerging markets challenged**
- **3 Billion Opportunities , China, India and Africa**
- **Demographic Dividend – South Africa, Nigeria, Pakistan have better ratios, need to be careful about this.**
- **2013- Smart phones > Feature phones, Mobile internet > fixed internet, Number of over nourished people > people undernourished**
- **Hi unemployment, Lo Growth, Rising inequality is the current theme in the world.**
- **Agility**
- **Earning > cost of capital, Gain share with growth ahead of market, and have a portfolio that's value creating**
- **Indian Brands – Provenance Paradox-Rohit Deshpande**

MNCs :

- 1. Vitality and Volatility**
- 2. Under capitalize, Under resource**
- 3. Patience, a ten year wait**
- 4. Leadership, Tenure, Distributed Trust**
- 5. Parents, Child**
- 6. Geography, BU, Function in that order**
- 7. Do not underestimate local competition**

- 8. It's the assumptions you make, three speeds, infrastructure in the world right now**
- 9. Variants vs new adjacent categories, what's the growth model?**
- 10. Value comes from comfort with ambiguity**
- 11. The Matrix is a control and cost structure, a us vs them structure, it is rarely a liberating or insightful or speedy structure. So, emphasis on good integrating leaders. Appearance of agreement is not the same as agreement.**
- 12. India, early entrants are not long term winners – Swastik, Tomco, Voltas, TTK, Bata, East West, Damania, In Durables.**
- 13. Innovation – Consumer, Diversity, Questioning, Observing, Willingness to be different. Product, Process, Biz Model**
- 14. Talent, Process**

Telecom :

- 1. Innovation to Indifference is a 6 month cycle now**
- 2. Price is a natural answer to commoditization and lack of ideas**
- 3. Easy access to an OS**
- 4. Looks, Screen size, apps, Branding, Distribution.**
- 5. Access to features from other industries**
- 6. Forward Integration and Backward integration.**
- 7. 900 million subs, replacement cycles.**
- 8. Location and the net**
- 9. How smart?**